



*Gamma Pi Lambda  
Galveston Fundraiser*

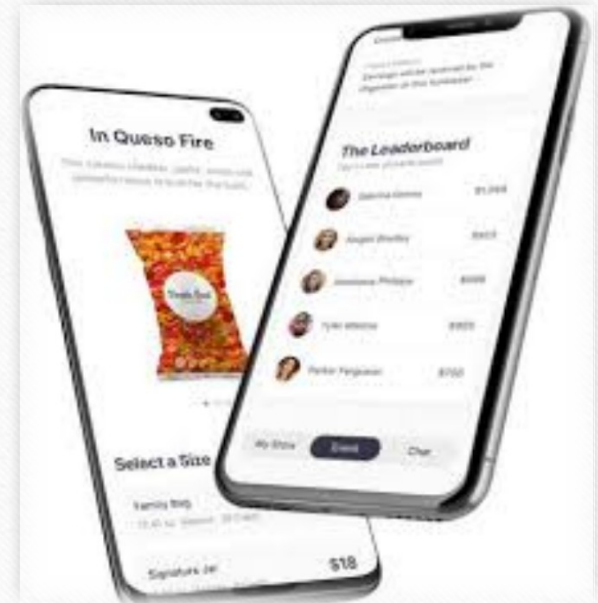
---

June 06, 2022



# What is Double Good Fundraising?

- 100% Virtual- no paperwork. Ever.
- "POP-UP" store (mobile) (email consideration)
- Short term fundraiser with potential for big ROI
- We keep 50% of everything that we make. No fees. No minimal commitment.
- No product to handle. Double Good ships directly from site to merchant/consumer.





## Why a Fundraiser?

---

- Scholarship Fund and other **education/community projects**
- Target: **internal networks**
- Orgs can't survive on dues alone - multiple forms of income. Fundraising is one of those ways
- A way to communicate who we are: **messaging**
- Creates public **awareness**



# Proposal

---

Virtual Pop-  
Up Store

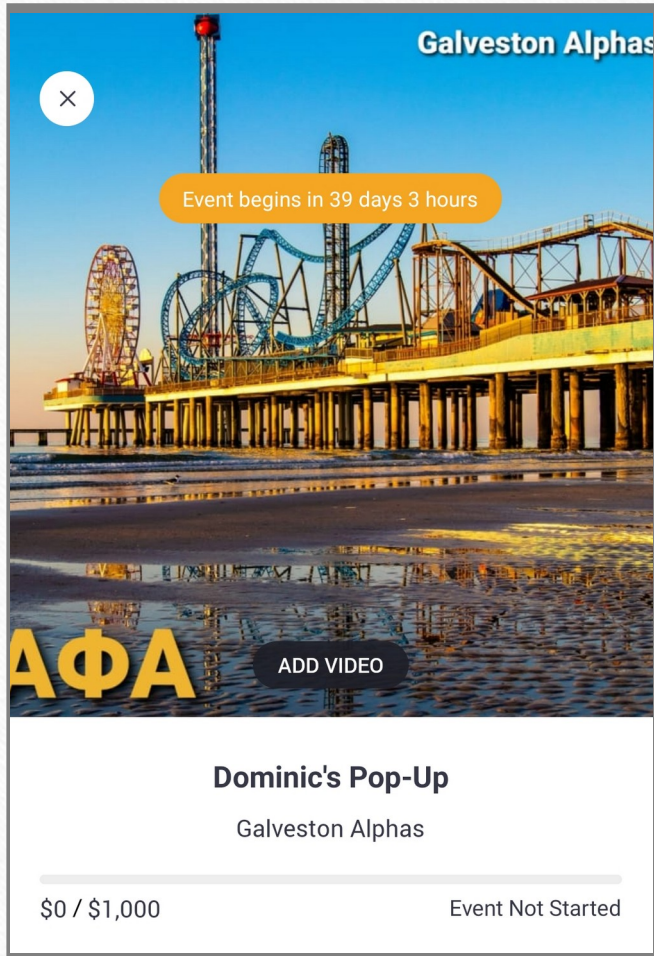
Fri. Jun 17  
(5pm) -  
Tue. Apr 21  
(5pm)

Fundraisin  
g Goal:  
\$10,000  
(ROI =  
\$5,000)

# The Ask







# Calling All GPL Brothers To The Floor 4 DAYS of Full Support

- **In-Active and Active BROTHERS (No financial investment needed)**
  1. Download Double Good app
  2. Join GPL team our code is (**QTO LGL**)
  3. Create your store page using our background photo and description (example to left)
  4. Determine your field of sales (**in advance of our start date - be strategic. Who have you supported?**)
  5. This is not limited to Galveston! Ask LB's, Church, spouses, relatives, partners, friends, and others, to share your store (**this is critical for reaching a larger audience**)
- Set your **personal goal**
- **Be resilient and over the four days**
- Encourage each other in individual sales
- Have fun!



# The Ask Continued

1

Galveston Alphas

Event begins in 39 days 3 hours

ΑΦΑ

**Dominic's Pop-Up**  
Galveston Alphas

\$0 / \$1,000 Event Not Started

2

Tap here to upload a new photo

First Name  
Leonard  
This name will appear on your Pop-Up Store

Last Name  
McKinnis

How much do you want to sell?  
You keep 50% of what you sell.

– \$1,000 +

Show my Pop-Up Store on DoubleGood.com

Save Changes

3

**Dominic's Pop-Up**  
Galveston Alphas

\$0 / \$1,000 Event Not Started

Share Pop-Up Store Link

GPLF is a 501c3 non-profit foundation and operates within the community to mentor our youth and provide scholarships to deserving graduating high school seniors

View Supporters

Preview Your Pop-Up Store

Edit Pop-Up Store

My Store Event Chat

4



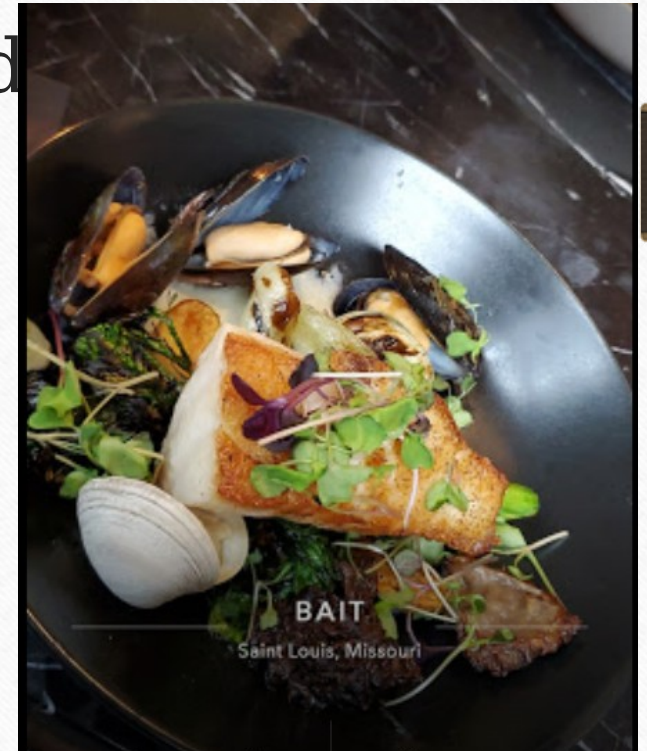
# Fun Friendly **Brotherhood** Competition If We Hit \$10,000

## **Support Black Business**

- \$250 Donation towards next Brotherhood Smoke Location










## **Top Seller Award**

- \$100 Visa Gift Card

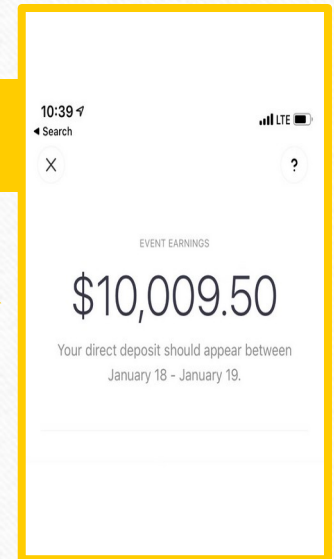




# What Success Looks Like

10		Schaffe Smith	\$792
11		Dwight Thompson	\$792
12		Matt Carter	\$681
13		Nathan Stephens	\$649
14		Will Smith III	\$608
15		Wynton Johnson	\$605
16		Jelani Saadiq	\$576
17		Charles Burton	\$334
1		Jamal Maatuka	\$3,186

**17 Brothers 4 Days Execution Zeta Xi Lambda**



# BANK ACCOUNT

## Fundraiser Summary



Total Sales  
**\$59,613.00**

Stores with Sales  
**62**

Number of Supporters  
**1193**

States Reached  
**38**

EVENT EARNINGS

**\$29,852.00**

Your direct deposit should appear between  
February 22 - February 23.

PAYOUT METHOD  
Checking - CHECKING



What Success  
Looks Like  
**62 Brothers**  
**4 Days Of**  
**Execution**  
**Epsilon Lambda**  
**ST. LOUIS, MO**



# **WHO'S DONE A DOUBLE GOOD FUNDRAISER**

**5 ALPHA  
ILLINOIS  
ALUMNI  
CHAPTERS  
IN  
JANUARY**

- **St. Louis Jack & Jill 42k / 21k**
- **AKA's Illinois Chapter 80k / 40k**
- **Delta's Illinois Chapter 60k / 30k**



Galveston Alphas

Event begins in 39 days 3 hours

ΑΦΑ

ADD VIDEO

Dominic's Pop-Up  
Galveston Alphas

\$0 / \$1,000

Event Not Started

Calling All Brothers To The Floor

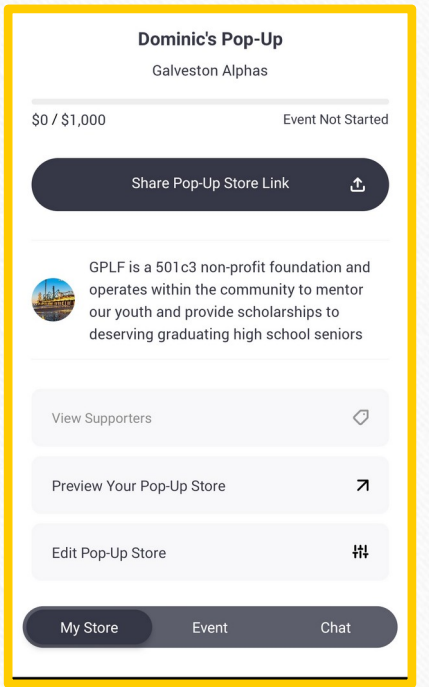
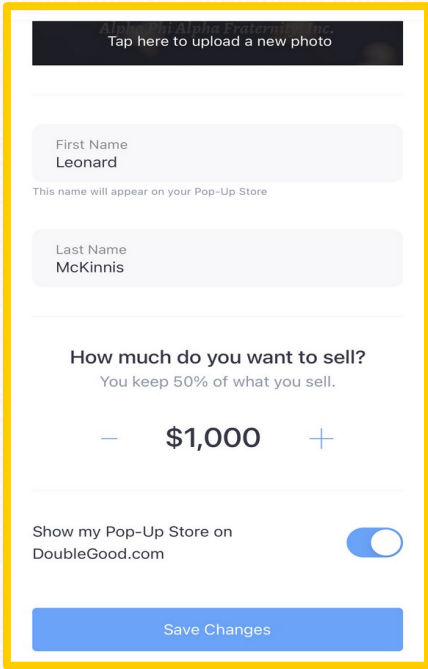
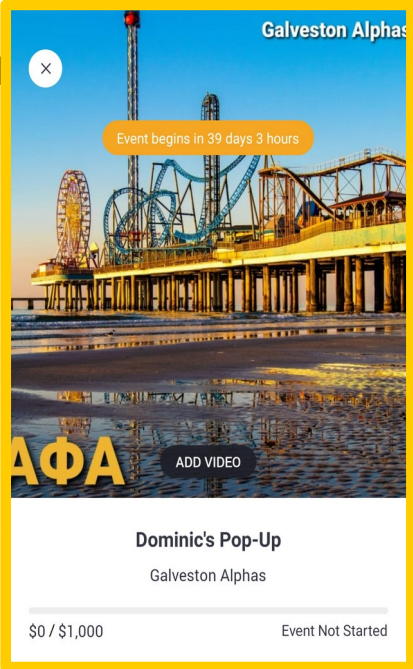
---

**ALPHA MUST BE  
FIRST GREEKS  
TO GALVESTON  
MARKET**

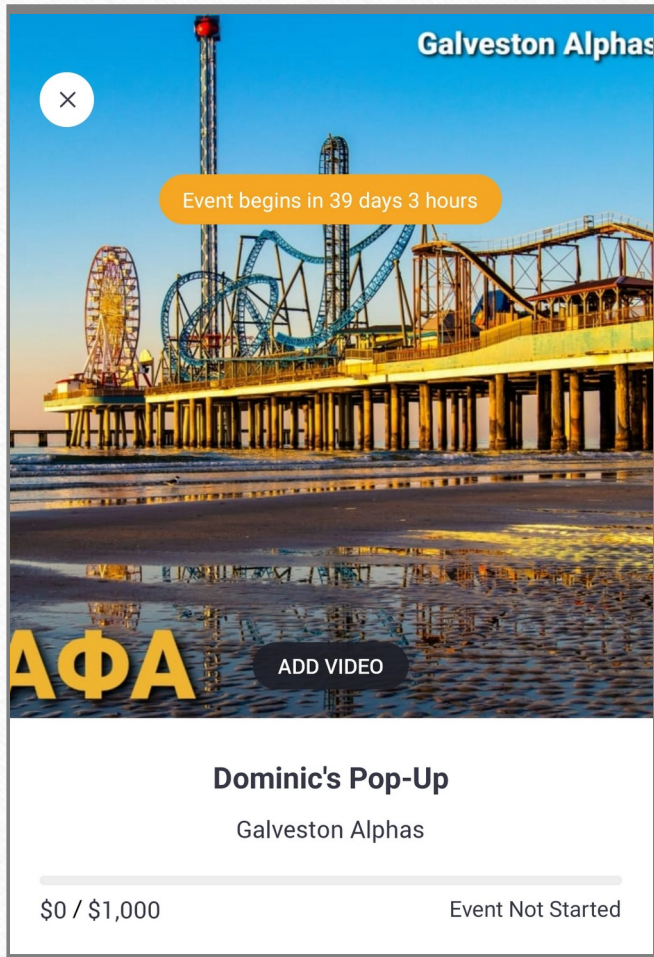


# Set Up Session

- **15 Min Set Up Session**
  - **Immediately Following Chapter Meeting**
- **Friday (6/17) at 5:00 PM**
  - **Campaign Begins**







Calling All Brothers To The Floor  
4 DAYS of Full Support

---

## VIRTUAL FUNDRAISER STARTS

**Friday, June 17<sup>th</sup> at 5 PM to**  
**Tuesday, June 21<sup>st</sup> at 5 PM**



# 4 DAYS Of FOCUS



Have Fun!  
Let's do this!



METRO EAST ST. LOUIS COMMUNITY INITIATIVE





# Questions, Comments, Discussion

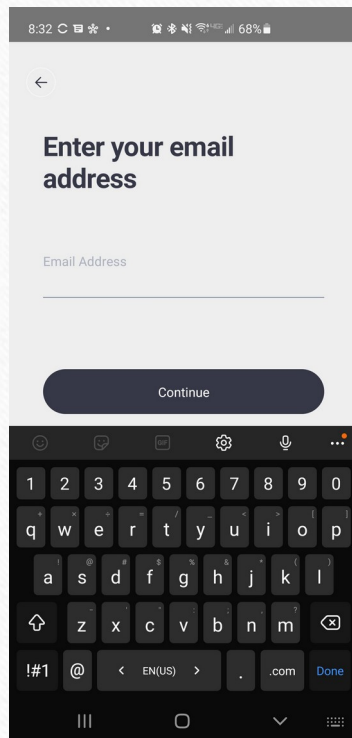
---

Let's do this!



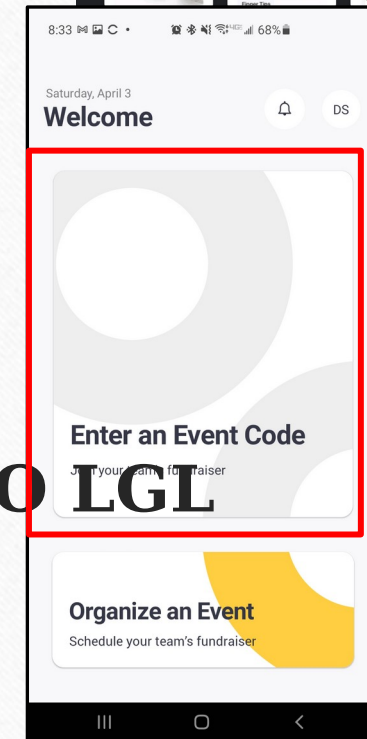
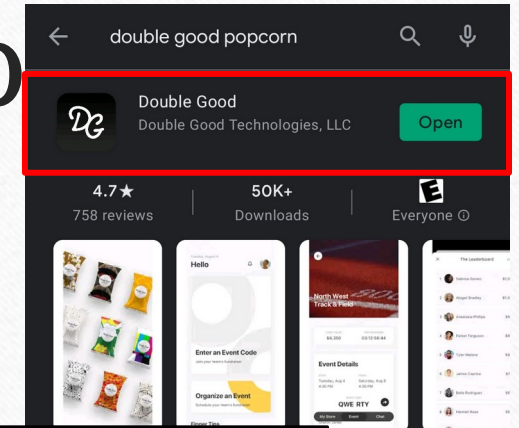
# Set Up Instructions (App)

- Step 1: Download Double Good App from App Store



- Step 2: Create Your Profile

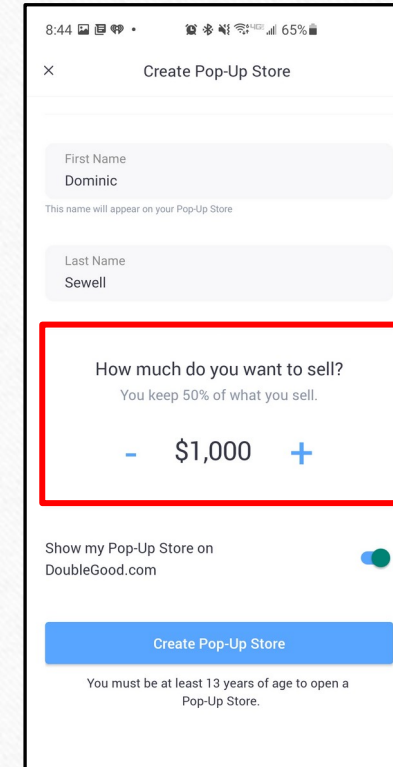
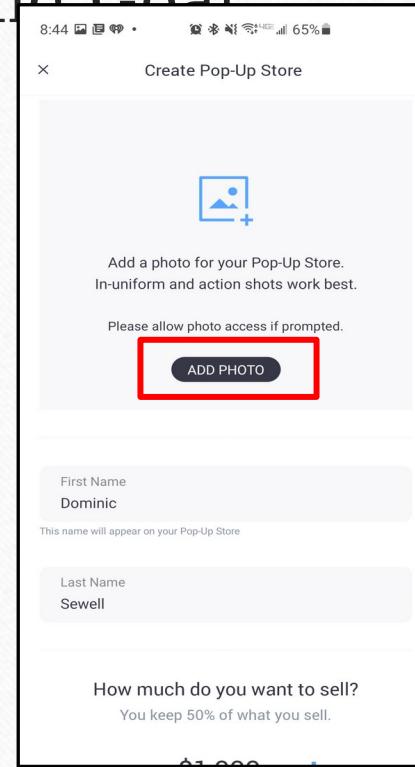
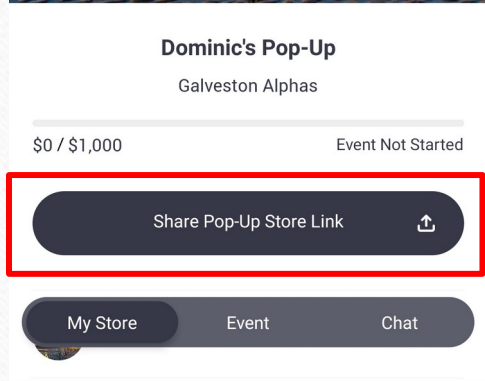
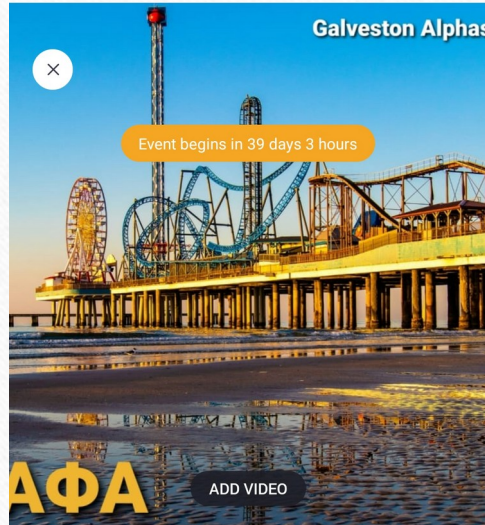
- Step 3: Join Using Event Code: **QTO LGL**





# Set Up Instructions (Pop Up Store)

- Step 1: Add Photo and Set Selling Goal



- Step 2: Share Your Page With Your Network